

ORDER



Orders
Order / Rev: 712032
Alt Order #: 06307092
Product Desc: DSCC-IE
Estimate: 1705
Flight Dates: 09/12/12 - 09/14/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: Political

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency Name: Great American Media/ POL
Buying Contact:
Billing Contact:
 1010 Wisconsin Ave. NW, Ste. 800
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Democratic Senate Campaign Comm.
Demographic: A35+
Product Codes: IS-Issue/Non
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/14/12	17	\$32,350.00	\$27,497.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	17	\$32,350.00	\$27,497.50	0.00
Totals	17	\$32,350.00	\$27,497.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Joe Knauer			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WKYC	09/12/12	09/14/12	Tonight Show Tonight Show	CM	1135p-1237a	--WTF--	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
TONIGHT SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			1			\$1,500.00		0.00			
2	WKYC	09/12/12	09/14/12	M-F 2-3p Rachel Ray	CM	2-3p	--WTF--	:30	2	\$450.00	P-2	0.00	NM	2	\$900.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			2			\$450.00		0.00			
3	WKYC	09/12/12	09/14/12	M-F 3-4p The Doctors	CM	3p-4p	--WTF--	:30	1	\$650.00	P-1	0.00	NM	1	\$650.00
DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			1			\$650.00		0.00			
4	WKYC	09/12/12	09/14/12	Early Today Early Today	CM	4a-430a	--WTF--	:30	1	\$100.00	P-2	0.00	NM	1	\$100.00
CH3 EARLY TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			1			\$100.00		0.00			
5	WKYC	09/12/12	09/14/12	M-F 4-5p Ellen Degeneres	CM	4p-5p	--WTF--	:30	1	\$800.00	P-1	0.00	NM	1	\$800.00
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--			1			\$800.00		0.00			

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Advertiser: Democratic Senate Campaign Comm.
 Product Desc: DSCC-IE
 Estimate: 1705

WKYC

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	WKYC	09/12/12	09/14/12	M-F 5-6p Dr. Phil	CM	5p-6p	--WTF--	:30	2	\$1,400.00	P-1	0.00	NM	2	\$2,800.00
	DR. PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		2				\$1,400.00		0.00			
7	WKYC	09/12/12	09/14/12	M-F 6-7a Channel 3 News Today @ 6AM	CM	6a-7a	--WTF--	:30	1	\$2,500.00	P-1	0.00	NM	1	\$2,500.00
	CH3 NEWS TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		1				\$2,500.00		0.00			
8	WKYC	09/12/12	09/14/12	M-F 7-730p Channel 3 News at 7P	CM	7-730p	--WTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
	CH3 NEWS @ 7P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		1				\$3,000.00		0.00			
9	WKYC	09/12/12	09/14/12	M-F 7-9a Today Today Show	CM	7a-9a	--WTF--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
	TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		2				\$2,500.00		0.00			
10	WKYC	09/12/12	09/14/12	M-F 9-10a Today II Today Show II	CM	9a-10a	--WTF--	:30	2	\$800.00	P-1	0.00	NM	2	\$1,600.00
	TODAY SHOW II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		2				\$800.00		0.00			
11	WKYC	09/12/12	09/14/12	M-F 11-1135p Channel 3 News at 11p M-F	CM	11-1135p	--WTF--	:30	1	\$3,500.00	P-1	0.00	NM	1	\$3,500.00
	CH3 NEWS @ 11P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		1				\$3,500.00		0.00			
12	WKYC	09/12/12	09/14/12	M-F 6-630p Channel 3 News at 6p	CM	6p-630p	--WTF--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
	CH3 NEWS @ 6P														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--WTF--		1				\$3,000.00		0.00			
13	WKYC	09/12/12	09/12/12	Wed Prime B Wed Prime B	CM	9-10p (9:00 PM-10:00 PM)	--W----	:30	1	\$7,000.00	P-1	0.00	NM	1	\$7,000.00
	AGT														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/10/12	09/16/12	--W----		1				\$7,000.00		0.00			
													Totals	17	\$32,350.00